

**SYSTEM AND METHOD FOR CONSUMER-
SELECTED ADVERTISING AND BRANDING IN INTERACTIVE MEDIA**

ABSTRACT

Participants in a virtual world in an interactive, virtual environment implemented by computer

5 networks and other interactive media such as interactive television are recruited to advertise products and brands to the other participants and viewers in the virtual world. Each user entering the virtual world may select from a set of available advertisements, which can be displayed in association with the user's avatar, virtual space and virtual objects in the virtual world. Users are incentivized to do this by the availability of rewards, such as coupons, real or virtual money or other resources, which are provided
10 by the advertising sponsors, based on adoption of the advertising by the user, as well as on factors such as exposure of the selected advertisements to other users in the virtual world. Allowing the consumer to exercise advertising choice, this embodiment also facilitates collection of data regarding consumer preferences.

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